

Rep Order# 6852702 Ver# 1 Mod# 0 Status Confirmed

Traffic Order# 106601

Last Received: 09/14/2012 9:48 AM
Showing Buylines: All Lines

Station KSNV-TV LAS VEGAS, NV.
Advertiser () OBAMA FOR AMERICA
Product OBAMA 60'S
Estimate# 1775
Buyer Mauna Gilroy
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1775
Flight Dates 09/15/2012 - 09/21/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---

30-*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	M-F	5A-6A	WAKE UP WITH THE WAGNERS	:60	\$650.00	09/17-09/21	2	1	2	\$1,300.00	
	2	M-F	6A-7A	WAKE UP WITH THE WAGNERS	:60	\$1,300.00	09/17-09/21	4	1	4	\$5,200.00	
	3	M-F	7A-9A	TODAY SHOW	:60	\$1,700.00	09/17-09/21	4	1	4	\$6,800.00	
	4	SA	6A-7A	NEWS 3 AT SUNRISE	:60	\$700.00	09/15-09/15	1	1	1	\$700.00	
	5	SA	7A-9A	SATURDAY TODAY	:60	\$1,250.00	09/15-09/15	1	1	1	\$1,250.00	
	6	SU	7A-8A	TODAY ON SUNDAY	:60	\$1,250.00	09/16-09/16	1	1	1	\$1,250.00	
	7	SU	930A-10A	CERIS MATTHEWS SHOW	:60	\$1,000.00	09/16-09/16	1	1	1	\$1,000.00	
	8	M-F	9A-10A	TODAY SHOW 11	:60	\$700.00	09/17-09/21	2	1	2	\$1,400.00	
	9	M-F	10A-11A	TODAY SHOW 111	:60	\$650.00	09/17-09/21	2	1	2	\$1,300.00	
	10	M-F	11A-12P	RACHEL RAY	:60	\$650.00	09/17-09/21	3	1	3	\$1,950.00	
	11	M-F	1P-2P	DAYS OF OUR LIVES	:60	\$850.00	09/17-09/21	2	1	2	\$1,700.00	
	12	M-F	2P-3P	THE DOCTORS	:60	\$200.00	09/17-09/21	2	1	2	\$400.00	
	13	M-F	3P-4P	DR. PHIL	:60	\$900.00	09/17-09/21	3	1	3	\$2,700.00	
	14	M-F	4P-4:05P	FIRST NEWS 3 AT FOUR	:30	\$1,400.00	09/17-09/21	2	1	2	\$2,800.00	

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	15	M-F	430P-5P	NEWS 4 AT 430P	:60	\$1,400.00	09/17-09/21	2	1	2	\$2,800.00	
	16	M-F	5P-630P	EARLY NEWS	:60	\$2,000.00	09/17-09/21	4	1	4	\$8,000.00	
	17	SA	5P-630P	KSNV EARLY NEWS	:60	\$1,300.00	09/15-09/15	1	1	1	\$1,300.00	
	18	TU	10P-11P	PARENTHOOD	:60	\$6,400.00	09/18-09/18	1	1	1	\$6,400.00	
	19	W	10P-11P	ROCK CENTER- BRIAN WILLIAMS	:60	\$6,400.00	09/19-09/19	1	1	1	\$6,400.00	
	20	SU	530P-830P	SUN NT FB: DET & S FRAN	:60	\$16,000.00	09/16-09/16	1	1	1	\$16,000.00	
	21	M-F	11P-1135P	NEWS 3 NIGHTSIDE	:60	\$2,200.00	09/17-09/21	3	1	3	\$6,600.00	
	22	SA	11P-1135P	NEWS 3 NIGHTSIDE	:60	\$2,200.00	09/15-09/15	1	1	1	\$2,200.00	
	23	SU	11P-1135P	NEWS 3 NIGHTSIDE	:60	\$2,200.00	09/16-09/16	1	1	1	\$2,200.00	
	24	M-F	1135P-1235A	TONIGHT SHOW W/ JAY LENO	:60	\$3,400.00	09/17-09/21	4	1	4	\$13,600.00	
	25	M-F	1235A-135A	LATE NIGHT W/ JIMMY FALLON	:60	\$450.00	09/17-09/21	4	1	4	\$1,800.00	
	26	SA	1130P-12A	SATURDAY NIGHT LIVE	:60	\$1,500.00	09/15-09/15	1	1	1	\$1,500.00	
	27	SU	1135P-12A	SPORTS NIGHT IN LAS VEGAS	:60	\$210.00	09/16-09/16	1	1	1	\$210.00	
	28	SU	12A-1A	LAW & ORDER	:60	\$90.00	09/16-09/16	1	1	1	\$90.00	

---REPORT TOTALS---

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Report Totals: 56 / \$88,310.00

---SALES MONTHLY TOTALS---

Sep 12: 56 / \$88,310.00

Sales Totals: 56 / \$88,310.00

Station Totals: 56 / \$88,310.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$220,775

CATV	0%	KBLR	1%	KING	0%	KLAS	20%	KSNV	40%
RTN	20%	KTCB	1%	KVCW	2%	KVMY	2%	KVVU	15%
XXXX	0%								

---COMPETITIVE COMMENTS---

FST SHARES

Books NOV12
 Demos PA35+

---Agency Comment---

PLEASE NOTE ADDRESS CHANGE EFF 8/12

---CREDIT RISK---

CASH IN ADVANCE